



City of NORFOLK

C: Dir., Department of Planning and Community Development

To the Honorable Council
City of Norfolk, Virginia

April 22, 2014

From: George M. Homewood, AICP CFM, Planning Director

Subject: **Text Amendment to create and implement Sign Overlay for Salvation Army Kroc Center**

Reviewed: Ronald H. Williams, Jr., Assistant City Manager *[Signature]* **Ward/Superward: 3/7**

Approved: *[Signature]* **Item Number: PH-4**
Marcus D. Jones, City Manager

- I. **Staff Recommendation:** Approval.
- II. **Commission Action:** By a vote of **5 to 0**, the Planning Commission recommends **Approval**.
- III. **Request:** To allow The Ray and Joan Kroc Corp Community Center, to have 4 monument signs - two of the four signs located along East Princess Anne Road and Ballantine Boulevard will have LED display.
- IV. **Applicant:** Tymoff and Moss Architects by Michael Schnekser– 1401 Ballentine Boulevard
- V. **Description**
 - The site is located in the Broad Creek neighborhood and is surrounded by a mix of residential, commercial and institutional uses.
 - While the proposed signs are larger than permitted under current regulations, considering the scale of the building, the size of the lot, its location and frontage on streets and the site's importance to the surrounding community, this request is in keeping with other LASO requests.
 - While the city currently does not allow LED signage under Chapter 16 of the *Zoning Ordinance*, minimal LED signage could be considered appropriate for large users such as this community center.
- VI. Staff point of contact Ashton Jones at 664-7470, ashton.jones@norfolk.gov

Attachments:

- Staff Report to CPC dated March 27, 2014 with attachments
- Proponents and Opponents
- Ordinance



City of NORFOLK

To the City Planning Commission
City of Norfolk, Virginia

March 27, 2014

From: Ashton Jones,
Planner II *AJ*

Subject: The following applications
on property located at 1401
Ballentine Boulevard – The Ray and
Joan Kroc Corps Community Center:

- a. Amending Chapter 11 of the
Zoning Ordinance to create
the Salvation Army Kroc
Center Sign Overlay District.
- b. Rezoning to apply the newly
created Salvation Army Kroc
Center Sign Overlay District

Reviewed: Leonard M. Newcomb III, CFM *LMN*
Land Use Services Manager

Ward/Superward: 3/7

Approved:

George M. Homewood, AICP, CFM
Planning Director

Item Number: 3

- I. **Recommendation:** Staff recommends approval, given the signage needs of this large community facility and its importance to the surrounding community.
- II. **Applicant:** Michael Schnekser – Tymoff and Moss Architects
512 Botetourt Street
- III. **Description:** This application will allow the site, The Ray and Joan Kroc Corp Community Center, to have 4 monument signs. Two of the four signs located along East Princess Anne Road and Ballantine Boulevard will have LED display.
- IV. **Analysis**
This property is located on the southwest corner of Ballentine Boulevard and East Princess Anne Road and comprises the entire block.

Plan Analysis

Text Amendment

- The proposed text amendment is consistent with *plaNorfolk2030*, which identifies this site as Institutional.

Change of Zoning

- The proposed change of zoning is consistent with *plaNorfolk2030*, which identifies this site as Institutional.

Zoning Analysis

- The site is located in the Broad Creek neighborhood and is surrounded by a mix of residential, commercial and institutional uses.
- While the proposed signs are larger than permitted under current regulations, considering the scale of the building, the size of the lot, its location and frontage on streets and the site's importance to the surrounding community, this request is in keeping with other LASO requests.
- While the city currently does not allow LED signage under Chapter 16 of the *Zoning Ordinance*, minimal LED signage could be considered appropriate for large users such as this community center.

Traffic Analysis

- Since this application is for a sign overlay district, no additional traffic will be generated as a result of this text amendment and rezoning.

V. Financial Impact

The site is current on taxes.

VI. Environmental

This request for a Local Alternative Sign Overlay (LASO) District has minimum impact on the surrounding area.

VII. Community Outreach/Notification

- Legal notice was posted on the property on February 18.
- Letter was sent to the Broad Creek Civic League on March 6.
- Letter was sent to the Broad Creek Homeowners Association on March 10.
- Letters were mailed to all property owners within 300 feet of the property on March 12.
- Notice was sent to the civic leagues by the Department of Communications on March 12.
- Legal notification was placed in *The Virginian-Pilot* on March 13 and 20.

VIII. Coordination/Outreach

This letter has been coordinated with the Department of Planning and Community Development, the Department of Public Works and the City Attorney's Office.

Supporting Material from the Department of Planning and Community Development:

- Proposed Text
- Location Map
- Application
- Letter to Broad Creek Civic League
- Letter to Broad Creek Homeowners Association.

Proponents and Opponents

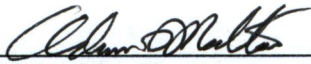
Proponents

Michael Schnekser
512 Botetourt Street
Norfolk, VA 23510


Opponents

None

Form and Correctness Approved: 

By 
Office of the City Attorney

Contents Approved: 

By 
DEPT.

NORFOLK, VIRGINIA

ORDINANCE No.

AN ORDINANCE TO AMEND CHAPTER 11 OF THE ZONING ORDINANCE OF THE CITY OF NORFOLK, 1992, SO AS TO CREATE THE SALVATION ARMY KROC CENTER LOCALIZED ALTERNATIVE SIGN OVERLAY DISTRICT.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That Chapter 11 of the Zoning Ordinance of the City of Norfolk, 1992 (as amended), is hereby amended and reordained by adding thereto a new enumerated section, including subsections, entitled "Salvation Army Kroc Center Localized Alternative Sign Overlay District (KROC-LASO)." The text shall read as set forth in "Exhibit A," attached hereto.

Section 2:- That this ordinance shall be in effect from the date of its adoption.

ATTACHMENT:

Exhibit A (2 pages)

Exhibit A

11-xx Salvation Army Kroc Center Localized Alternative Sign Overlay District (KROC-LASO)

11-xx.1 *Purpose Statement.* In accordance with the provisions of section 11-15, it is the intent of this overlay district to provide adequate site identification and informational signage for the Salvation Army Ray and Joan Kroc Corps Community Center, located at the intersection of East Princess Anne Road and Ballentine Boulevard.

11-xx.2 *Regulations.* The regulations contained in chapter 16, "Signs", shall apply to any property included in this overlay district except with regard to the specific regulations set forth in this section, in which case these overlay district regulations shall apply.

11-xx.3 *Freestanding Signs.* A maximum of four (4) monument signs shall be permitted provided each conforms as follows:

(a) *Electronic monument signs.* Two signs may contain light-emitting diode (LED) displays and shall be subject to the following restrictions:

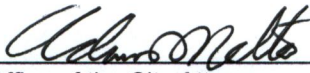
- (1) One may be located mid-block along East Princess Anne Road and one may be located mid-block along Ballentine Boulevard;
- (2) Each sign shall not exceed 17 feet in length, eight (8) feet four (4) inches in height and shall be limited to two (2) sign faces not to exceed 100 square feet in area per face;
- (3) Each sign shall have no more than one LED display panel and the panel shall not exceed four (4) feet in height and 10 feet in length; and
- (4) The materials of the monument signs shall be consistent with those on the principal building.

(b) *Other monument signs.* Two signs without any LED displays may be installed, subject to following restrictions:

- (1) One may be located at the parking lot entrance from Godfrey Avenue and one may be located at the parking lot entrance from Dogan Street;


- (2) The signs shall not be located within four (4) feet to a property line;
 - (3) Each sign shall not exceed six (6) feet in length, seven (7) feet in height and shall be limited to two (2) sign faces not to exceed 25 square feet in area per face.
 - (4) The materials of the monument signs shall be consistent with those on the principal building.
- (c) The location of all freestanding signs must be approved by the Department of Public Works prior to initial installation in order to ensure that sight-lines for vehicular turns are not obstructed and that no other interference with traffic safety is created.

Form and Correctness Approved: 

By 
Office of the City Attorney

NORFOLK, VIRGINIA

Contents Approved: 

By 
DEPT.

ORDINANCE No.

AN ORDINANCE TO APPLY THE SALVATION ARMY KROC CENTER
LOCALIZED ALTERNATIVE SIGN OVERLAY DISTRICT TO PROPERTY
LOCATED AT 1401 BALLENTINE BOULEVARD.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That the following property is hereby included
in the Salvation Army Kroc Center Localized Alternative Sign
Overlay District (KROC-LASO):

Property generally bounded on the east by Ballentine
Boulevard, on the north and west by East Princess Anne
Road, on the south and west by Godfrey Avenue, and on
the south by Dogan Street; premises numbered 1401
Ballentine Boulevard.

Section 2:- That the official Zoning Map for the City of
Norfolk is hereby amended and reordained so as to reflect this
zoning.

Section 3:- That this ordinance shall be in effect from the
date of its adoption.

Exhibit A

11-xx Salvation Army Kroc Center Sign Overlay District KROC-LASO

- 11-xx.1 *Purpose Statement.* In accordance with the provisions of section 11-15, it is the intent of this overlay district to provide adequate site identification and informational signage for the Salvation Army Ray and Joan Kroc Corps Community Center, located at the intersection of East Princess Anne Road and Ballentine Boulevard.
- 11-xx.2 *Regulations.* The regulations contained in chapter 16, "Signs", shall apply to any property included in this overlay district except with regard to the specific regulations set forth in this section, in which case these overlay district regulations shall apply.
- 11-xx.3 *Freestanding Signs.* A maximum of four (4) monument signs shall be permitted provided each conforms as follows:
- (a) *Electronic monument signs.* Two signs may contain light-emitting diode (LED) displays and shall be subject to the following restrictions:
 - (1) One may be located mid-block along East Princess Anne Road and one may be located mid-block along Ballentine Boulevard;
 - (2) Each sign shall not exceed 17 feet in length, eight (8) feet four (4) inches in height and shall be limited to two (2) sign faces not to exceed 100 square feet in area per face;
 - (3) Each sign face shall have no more than one LED display panel and the panel shall not exceed four (4) feet in height and 10 feet in length; and
 - (4) The materials of the monument signs shall be consistent with those on the principal building.
 - (b) *Other monument signs.* Two signs without any LED displays may be installed, subject to following restrictions:
 - (1) One may be located at the parking lot entrance from Godfrey Avenue and one may be located at the parking lot entrance from Dogan Street;

- (2) The signs shall not be located within four (4) feet to a property line;
 - (3) Each sign shall not exceed six (6) feet in length, seven (7) feet in height and shall be limited to two (2) sign faces not to exceed 25 square feet in area per face.
 - (4) The materials of the monument signs shall be consistent with those on the principal building.
- (c) The location of all freestanding signs must be approved by the Department of Public Works prior to initial installation in order to ensure that sight-lines for vehicular turns are not obstructed and that no other interference with traffic safety is created.

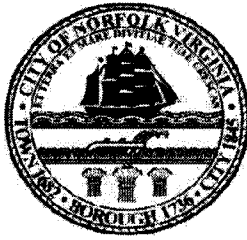
Location Map



SALVATION ARMY KROC CENTER

0 30 60 120 Feet

N



APPLICATION TEXT AMENDMENT

Date of application: 10 FEB 2014

Zoning Ordinance Text Amendment

Amend Section(s)
Add New Section(s) 11-53

APPLICANT/ PROPERTY OWNER

1. Name of applicant: (Last) Schneker (First) Michael (MI) J

Mailing address of applicant (Street/P.O. Box): 512 Botetourt St

(City) Norfolk (State) VA (Zip Code) 23510

Daytime telephone number of applicant (757) 627-0013 Fax (757) 627-0327

E-mail address of applicant: michael@tmarchitects.com

2. Name of property owner: (Last) Meredith (First) Brett (MI) R

Mailing address of property owner (Street/P.O. box): PO Box 388

(City) Norfolk (State) VA (Zip Code) 23501

Daytime telephone number of owner (757) 543-8100 Fax number (757) 544-3313

DESCRIPTION OF AMENDMENT

Purpose of Amendment

To create a Sign Overlay District for the Salvation Army Ray and Joan Kroc Corps
Community Center

DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised July, 2013)

CIVIC LEAGUE INFORMATION

Civic League contact: Mamie Johnson

Date(s) contacted:

Ward/Super Ward information: Ward 3/Super Ward 7

REQUIRED ATTACHMENTS

- ✓ Language for the text amendment (*see Example attached).
- ✓ Required application fee, **\$420.00** (if check, make payable to Norfolk City Treasurer).
 - Application fee includes a non-refundable \$5 technology surcharge.

CERTIFICATION:

I hereby submit this complete application and certify the information contained herein is true and accurate to the best of my knowledge:

Print name: Brett R. Meredith Sign: [Signature] 2/10/14
(Property Owner or Authorized Agent Signature) (Date)

Print name: MICHAEL SCHNEIDER Sign: [Signature] 2/10/2014
(Applicant or Authorized Agent Signature) (Date)

DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised July, 2013)

Text Amendment

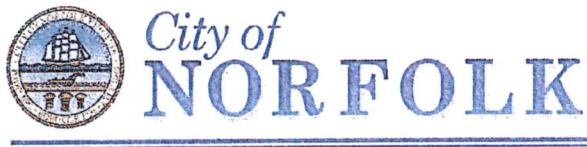
11-53 Salvation Army Kroc Center Sign Overlay District

11-53.1 Purpose Statement. In accordance with the provisions of section 11-15, it is the intent of this sign overlay district to provide adequate site identification and informational signage for the Salvation Army Ray and Joan Kroc Corps Community Center.

11-53.2 Regulations. The regulations contained in chapter 16, "Signs", shall apply to any property included in this overlay district except with regard to the specific regulations set forth in this section, in which case these overlay district regulations shall apply.

11-53.3 Freestanding Signs. Four freestanding signs shall be permitted provided each conforms as follows:

- (a) Two freestanding signs, one each mid-block along East Princess Anne Road and Ballentine Boulevard, with color LED sign elements. These signs shall be no larger than seventeen (17) feet in length and eight (8) feet, four (4) inches in height and shall have two faces no more than one hundred (100) square feet per face. Each face may contain a full color LED screen that does not exceed four (4) feet in height and ten (10) feet in length and an internally illuminated signage element no larger than sixteen (16) square feet. The materials of the monument shall be consistent with those on the building.
- (b) Two freestanding signs, one each at the parking lot entrances from Godfrey Avenue and Dogan Street, located no closer than four (4) feet to the property line and within the required sight triangle. These signs shall be no larger than six (6) feet in length and seven (7) feet in height and shall have two (2) faces measuring no more than twenty-five (25) square feet per face. A portion of each face may contain an internally illuminated signage element no larger than nine (9) square feet per face. The materials of the monument shall be consistent with those on the building.



March 6, 2014

Mamie Johnson
President, Broad Creek Civic League
2605 Mapleton Avenue
Norfolk, VA 23504

Dear Ms. Johnson:

The Planning Department has received an application to create and implement a Localized Alternative Sign Overlay for the Ray and Joan Kroc Corps Community Center at 1401 Ballentine Boulevard.

These items are tentatively scheduled for the March 27, 2014 City Planning Commission public hearing.

Summary

This request would allow the Ray and Joan Kroc Corps Community Center to have four monument signs, two of which would have LED displays.

If you would like additional information on the request, you may contact the applicant, Michael Schnekser at (757) 627-0013; or you may telephone Ashton Jones at (757) 664-7470. A copy of the application is enclosed.

Sincerely,

George M. Homewood, AICP, CFM
Planning Director

cc: Oneiceia Howard, Neighborhood Development Specialist
Oneiceia.Howard@norfolk.gov or (757) 664-6761



City of NORFOLK

March 10, 2014

Mr. Anthony Burfoot
BCHOA
P. O. BOX 12347
Norfolk, Virginia 23504

Dear Mr. Burfoot:

The Planning Department has received an application to create and implement a Localized Alternative Sign Overlay for the Ray and Joan Kroc Corps Community Center at 1401 Ballentine Boulevard.

These items are tentatively scheduled for the March 27, 2014 City Planning Commission public hearing.

Summary

This request would allow the Ray and Joan Kroc Corps Community Center to have four monument signs, two of which would have LED displays.

If you would like additional information on the request, you may contact the applicant, Michael Schnekser at (757) 627-0013; or you may telephone Ashton Jones at (757) 664-7470. A copy of the application is enclosed.

Sincerely,

A handwritten signature in black ink, appearing to read "G. Homewood", with a long horizontal line extending to the right.

George M. Homewood, AICP, CFM
Planning Director

cc: Oneiceia Howard, Neighborhood Development Specialist
Oneiceia.Howard@norfolk.gov or (757) 664-6761